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New Article of Clothing translates the Mood of an Individual

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2011

Online at <http://mpra.ub.uni-muenchen.de/34761/>

MPRA Paper No. 34761, posted 16. November 2011 / 13:46

Accepted in
International Journal of Business and Social Sciences (IJBSS), (2011)

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Abstract

It is a universal phenomenon that dressing/clothing has an effect on the personality of an individual. One's attire/dressing is said to be an important part of the personality representation as it gives the first impression on the others. It has been evident through the studies that the mood has an inborn reflex with respect to the dressing preferences and fashion. Other factors related to the clothing for e.g. emotions, situations, education of a person, design, print, quality of fabric, color can influence mood.

Keywords: Consumer behavior, Fashion, Mood, Clothing.

1. Introduction

Clothes or in others words a person's wardrobe is one of the key aspects in assessing one's personality. Clothes and mood are two inter-related constituents also affecting the overall personality of an individual. In daily routine, one can observe the contrasts of mood in different types of clothing that can be either positive or negative.

Here, this research central brainwave is to contemplate which factors are triggering the mood of an individual wearing a new outfit. Through experiential studies, it is observed that individual feels happy by wearing new attire/clothing. Physiologically, when an individual wears new clothing, he/she experiences the sense of confidence about himself/herself, which drives positive mood and emotions.

Having on new clothes always have an impact on the mood of an individual by certain factors like color, style, print, fabric, situation, emotions, occasions etc. By which of these factors trigger positive reinforcement or negative reinforcement on mood has to been analyzed via this research.

An empirical conclusion is furnished for the stated-specific objectives:

- What are the factors that influence the dressing of the consumers?
- Association between wearing new dresses and the mood of consumers.

2. Literature Review

Two factors of preferences were identified; one is cognitive and second is affective. The affective component covers the emotions and the positive and negative responses of mood whereas; cognitive component includes the products and social attributes of the product, which is experienced in different situations (Moody, Kinderman, & Sinha, 2010). It has been apparent in the studies of consumer behavior that attitudes, beliefs and preferences of consumers in developed countries are significantly different from the consumers of developed countries (Chamil, Viranga, Rathnayake, 2011).

At the stage of trying clothes or during wearing, clothing attribute or products features can have positive or negative impact on the moods of consumers because they are multi-sensory aspects of clothing and social factor of clothing (Moody, Kinderman, & Sinha, 2010).

Clothing and fashion are the two dimensions of behavior. Through fashion and clothing, people express their identity. Fashion and dress preferences tell an individual about the personality of that person and tell what type of person exactly he is (Chamil Viranga Rathnayake, 2011).

Certain study related to the perception of clothing/attire/a way a person's translates his/her personality has various notions, which are mentioned ahead. For instance, the professionals who wear clothes at their work place act as a symbol of their social identities. People use dresses to express their information to others, to engage in social gatherings and activities and can make a significant place in their social system (Omair, 2009). Scholars who are studying on professional women suggested that dressing and appearance is more critical issue for women rather than man. Women working in a man-oriented organization need to have more credibility, acceptance from people and legitimacy (Omair, 2009). Women should not wear a dress which attracts others towards her body but not either wear man's suit. The focus must be paid on appearance, which communicates their wealth, status, authority and power and must deemphasize sexuality (Omair, 2009).

Association between mood and wearing new clothes according to teenagers, adults, (youth) who identified themselves how cool and stylish they are so they prepare new clothes with the seasonal change.

Youth and teenagers get influenced by the internet/media/various promotional offers, via the marketing mix (Cassidy & Schijndel, 2010).

The creativity which is involved in clothing and Fashion designing is seen to be more difficult than the creativity involved in designing material, because the design elements and the principles which are required in the two sectors of the designing creativity are entirely difficult and complex. Fashion designers try to keep balance between the current fashion trends which are going to be the customers future wants in clothing. In order to keep on updating themselves with the upcoming fashion trends and plus it makes them aware too. The worth of a design mostly depends or matters on the quality and on to the designer's talent. Exceeded level of research could only enable the designers to remain updated; Clothing is the practical application of a design (Mete, 2006).

Women's role is imperative in daily purchasing and shopping and it is a fact that their buying behavior increasingly shifts their role in the household decisions with respect to the financial aspect. For e.g. in Kazakhstan women wages are more than there men's wages, the reason being that women are more in to education and go for higher studies. There is a huge adoption of multi colors in both the genders clothing (Low & Freeman, 2007).

Clothing has a different mood appeal to every single entity. The external and internal environment plays an important role in changing the mood of a person. Clothing, which is a necessity and now to a fashion-statement brings a change in a way person's depicts his/herself to others and communicates his/her personality via moods.

3. Research method

3.1 Description of Data, Variables and Econometrical Methodology

The constructs which include trendsetters (TS), current trends (CT), general comfort factor (GCF), comfort for cultural dress (CCD), quality of fabric (QOF), style, print, color, brand, fittings and stitching (F&S), availabilities of accessories (AOA), appearance pleases self (APS), appearance pleases others (APO) are taken and considered to interrogate and gauge their influence on the mood of an individual

when he / she wears new cloth. A sample of 5000 respondents from the various income groups has been taken which encompasses the various age groups ranging from of 18 to 50 years.

3.7 Findings and Results

The findings of this paper as shown in Table 1, indicate that all of the outlined constructs influence the mood of individuals significantly, substantially and positively. Out of all thirteen constructs, the availability of accessories explains the moods of individuals the most (i.e. 98%) while fitting and stitching of clothes, appearance pleases others, appearance pleases self, style, and comfort for cultural dresses also matter vigorously (i.e. 97%, 95%, 91%, 90% and 90% respectively) to the moods of individuals while they wear new clothes. The branded clothes explain and affect the individuals' moods even substantially but lower (i.e. 75%) than the any of the constructs while the individuals wear them. The findings strongly indicate that mood of the consumers / individuals are positively changed and charged by wearing new clothes and the constructs connected to the new clothes, which includes trendsetters, current trends, general comfort factor, comfort for cultural dress, quality of fabric, style, print, color, brand, fittings and stitching, availabilities of accessories, appearance pleases self, appearance pleases others play a pivot role in explaining and gearing up the individuals' moods.

Findings show that the youth of today's era follows the current fashion trends and they believe that media has the great impact and it is the major trendsetter for developing the fashion. With following the fashion trends, Pakistani youth always considers the culture dress more comfortable as compare to other dresses like western dresses. The youth of this era is quite status conscious as this study clearly indicates that what they wear, it shows their social status which is attributed by their appearance. There are many other factors about dressing like color of the dress, print, quality of fabric, design of dress are important for the person and people do consider these factor as an important thing for their dresses which greatly affect to their mood when they think to wear new dress.

4. Discussions and Conclusion

The main gist of this research was to assess that whether the new article of clothing/wearing a new dress translates the mood of an individual and which factors contribute more towards the negative or positive mood sense.

The findings reveal that having on a new dress effects mood in a positive way because it develops the feeling of happiness/newness/a nice change. With this, the factors of clothing like color, fabric, print, design does have a significant impact on the moods of the individuals particularly when they wear new dress.

It is found that the fashion element is a prominent pointer while having on new dresses portrays a sense of belonging/an impression before another person. Dressing is considered as the factor for representing the social status of the person and many people of our culture and country believe in this view. Being in the fashion league, adopting the to-date fashion makes one look trendy and stylish. This changing behavior of fashion makes one wearing on new clothes for every now and then, which gives a sense of excitement, confidence. As a result, it is exciting to know that new clothes do matter the mood and mostly they reflect a positive posture/gesture of a person with exceptions of certain situations and external environment influencers.

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Table 1: Influence in % on Mood while, dressing new clothes

